

**REMARKS**

Reconsideration and allowance in view of the foregoing amendments and the following remarks are respectfully requested.

Claims 1 and 2 have been amended and are pending in this application.

***Drawings***

The Examiner states that Figures 4 and 5 should be designated by a legend such as --Prior Art--. Applicant herewith submits Replacement Drawings for the Figures 4 and 5 which include the legend --Prior Art--. Approval of the drawing changes is respectfully requested.

***Claims Objections***

Claims 1 and 2 stand objected to because of the informalities. In response, Applicant has amended claims 1 and 2 to remove the informalities in view of the Examiner's comments. Withdrawal of the objection to claims 1 and 2 is respectfully requested.

***Claims Rejections – 35 U.S.C. §102***

Claims 1 and 2 stand rejected under 35 U.S.C. §1029b) as being anticipated by Gueret. Applicant traverses the rejection for the following reasons.

Amended claim 1 now recites, in part, a fixing portion with a hole formed at one end of the fixing portion so that the brush is inserted into the hole, wherein the fixing portion is made of a plastic material and formed to be flat through a pressing process, thereby securing the brush inserted into the hole in a flattened shape, and wherein the brush is not distorted when the brush is inserted into the fixing portion. Applicant submits that Gueret simply fails to disclose or suggest the above limitations.

As shown in Figs. 1 and 2, the fixing portion 6 is formed to be flat through a pressing process, thereby securing the brush 7 inserted into the hole 5 in a flattened shape, and the brush is not distorted when the brush is inserted into the fixing portion. In contrast, according to Gueret, the link element is not flat which causes the applicator element 5 become distorted once it is inserted into the link element as shown in Fig. 1. Moreover, according to Gueret, the long bristles 30 for applying the substance extend radially from the core over a sector about the axis Z occupying an angular extent  $\alpha$  of less than  $180^\circ$ , as shown in Figs. 5 and 6 and as described in column 6, lines 52-56. Accordingly, Gueret clearly fails to disclose or suggest the brush being inserted into the hole of the fixing portion in a flattened shape, thereby the brush is not distorted when the brush is inserted into the fixing portion.

Therefore, claim 1 and its dependent claim 2 are not anticipated by Gueret under 35 U.S.C. §102(b).

### ***Claims Rejections – 35 U.S.C. §103***

Claims 1 and 2 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Korea 288433. Applicant traverses the rejection for the following reasons.

The KR288433 reference provides a handle of make-up brush comprising large-sized and small-sized assembling sections, to which the brushes 20 manufactured in a different sizes are respectfully assembled, and a coupling section to which a brush smaller than the above brushes can be coupled, thereby a proper brush can be selected and coupled according to a desired region or a make-up order. Applicant submits that this invention has nothing to do with the claimed invention.

In particular, the KR288433 reference clearly fails to disclose or suggest the fixing portion formed to be flat through a pressing process, thereby securing the brush (7) inserted into the hole in a flattened shape, and wherein the brush is not distorted when the brush is

inserted into the fixing portion. According to the KR288433 reference, the fixing portion is round such that the brush cannot be kept in a flattened shape. Moreover, the brush will be distorted once inserted into the fixing portion because the fixing portion is not flat.

Therefore, Applicant submits that claim 1 and its dependent claim 2 are not made obvious over KR288433 under 35 U.S.C. 103(a).

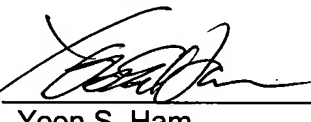
**Conclusion**

The prior art made of record and not relied upon is noted.

All objections and rejections having been addressed, it is respectfully submitted that claims 1 and 2 are now in condition for allowance and a notice to that effect is earnestly solicited. If any issues remain to be resolved, the Examiner is cordially invited to telephone the undersigned attorney at the number listed below.

Respectfully submitted,

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